

ABSTRACT OF THE DISCLOSURE

09736208-121500

The present invention is directed to obtaining an image having predetermined brightness, while making the degradation of the image as little as possible. A distance  
5 (an irradiation distance  $d$ ) at which a predetermined amount of reflected light can be obtained is obtained from the guide number  $G_n$  of a strobe and the  $f$ -stop value  $F$  (the focal distance  $f$  of a zoom lens). When the strobe is used, it is judged whether or not a subject is positioned within  
10 the irradiation distance  $d$ . When the irradiation distance  $d$  of the strobe is shorter than the distance to the subject, that is, the subject is beyond the irradiation distance  $d$  of the strobe, an imaging signal is amplified than usual.

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